

WE CLAIM:

1. A method of promoting a product or service, the method comprising the steps of:

inviting a user to visit a web site;

presenting material that promotes the product or service to the user when the user visits the web site;

presenting questions to the user, wherein the questions relate to the material presented in the material-presenting step;

accepting, from the user, responses to the questions presented in the question-presenting step;

determining whether a sufficient number of the responses accepted in the accepting step are correct; and

providing a reward to the user if it is determined, in the determining step, that a sufficient number of the responses are correct.

2. The method of claim 1, wherein the inviting step comprises the step of distributing a tangible object upon which a URL for the web site is printed.

3. The method of claim 1, wherein the inviting step comprises the step of sending an email containing a URL for the web site.

4. The method of claim 1, wherein the sufficient number in the determining step is 100% of the number of questions presented in the question-presenting step.

5. The method of claim 1, wherein the sufficient number in the determining step is about 80% of the number of questions presented in the question-presenting step.

6. The method of claim 1, further comprising the step of selecting the product or service that is promoted from a plurality of products and/or services based on a code provided by the user, wherein the selecting step is implemented prior to the material-presenting step.

7. The method of claim 1, further comprising the steps of:

informing a user when an insufficient number of the responses accepted in the accepting step are correct;

accepting corrected responses to at least one of the questions that were answered incorrectly; and

providing a reward to the user after the corrected responses have been accepted in the corrected-response accepting step.

8. The method of claim 1, wherein the questions in the question-presenting step are all presented during a first interval of time, and

the responses in the accepting step are all accepted during a second interval of time that follows the first interval of time.

9. The method of claim 1, wherein the questions in the question-presenting step are presented individually, and

10. The method of claim 1, wherein the questions in the question-presenting step are presented individually,

wherein a determination of correctness is made in the determining step for each accepted response before any subsequent questions are presented,

wherein a corrected response is accepted before any subsequent questions are presented.

12. The method of claim 1, wherein the questions presented in the question-presenting step are multiple-choice questions.

presenting material that promotes the product or service to the user when the user visits a web site;

presenting a question to the user, wherein the question relates to the material presented in the material-presenting step;

accepting, from the user, a response to the question presented in the question-presenting step;

determining whether the response accepted in the accepting step is correct; and

providing a reward to the user if it is determined, in the determining step, that the response is correct.

14. The method of claim 13, further comprising the step of inviting a user to visit the web site, wherein the inviting step is performed prior to the material-presenting step.

15. The method of claim 13, further comprising the steps of:

informing a user when the response accepted in the accepting step is incorrect;

accepting a corrected response to the presented question; and

providing a reward to the user after the corrected response has been accepted in the corrected-response accepting step.

16. A method of promoting a product or service, the method comprising the steps of:

inviting a user to visit a web site;

presenting material that promotes the product or service to the user when the user visits the web site;

providing a reward to the user if it is determined, in the determining step, that a response has been accepted for each of the questions.

18. The method of claim 16, wherein the inviting step comprises the step of distributing a tangible object upon which a URL for the web site is printed.

19. The method of claim 16, wherein the inviting step comprises the step of sending an email containing a URL for the web site.

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21. The method of claim 16, further comprising the step of tracking, in a database, the responses accepted in the accepting step.

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